Entered according to Act of Congress, in the year 1856, by
LANMAN & KEMP,
Wholesale Druggists, New York,
In the Clerk's Office of the District Court of the U. States,
for the Southern District of New York.

FLORIDA WATER,

Prepared by

Lanman & Kemp,

THIS exquisite floral perfume has been for twenty-five years a favorite with the fashionable world and the public at large, both in this country and in Spanish America. It has owed this remarkable success, in a great degree, to the superiority and freshness of its ingredients, and the scrupulous care bestowed on its preparation. The result has been a uniform article, surpassing in the delicacy and durability of its odor the finest Eau de Cologne, and more highly esteemed on this side of the Atlantic than any of the imported extracts.

Murray & Lanman's Florida Water has not escaped the usual penalties of merit. Its popularity has excited the envy of that class of speculators who trade upon the discreditable capital of a *borrowed* name. The article has been imitated and counterfeited, and although every available means has been taken by the proprietors to guard the public against imposition and to punish fraud, both foreign and home-made imitations, bearing the style and title, but lacking all the other attributes of the Murray & Lanman's FLORIDA WATER, have often been imposed upon the public as the true and veritable perfume.

Of course, the spurious preparations are not made from rare or costly ingredients, but from coarse essential oils, the scent of which is as evanescent as it is pungent and unhealthy. All the materials of the *real* Murray & Lanman's Florida Water are expensive, and it cannot be manufactured at less

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than double the cost of the coarse imitations placed upon the market under cover of the name of this fragrant water.

There are two special qualities which determine the comparative value of perfumes—first, the freshness and delicacy of the aroma; second, its durability and unchangeableness under exposure to the atmosphere. In neither of these elements of perfection has MURRAY & LANMAN'S FLORIDA WATER any equal among the imported essences or extracts. The fragrance it imparts to the handkerchief lasts much longer than that of the imported Colognes, and is decidedly more agreeable. In fact, it has superseded the once indispensable German and French extracts in every South American and West Indian market, and is regarded as a standard toilet luxury wherever the Spanish language is spoken in this hemisphere.

There is nothing strange in this. Florida is still, as in the days of Columbus, a land filled with choice flowers and of perennial bloom. The gorgeous magnolia, the fragrant water-lily, and the tuberose, heavy with sweet perfume, all fill the air, making a perfect atmosphere of floral incense. It would indeed be vain to seek for another land as redolent of nature's rarest bouquet.

The discoverer of Florida did well to bestow upon it the designation of the Land of Flowers. Washington Irving has beautifully described, in his "Voyages and Discoveries of the followers of Columbus," the delight and wonder experienced by Juan Ponce de Leon,—the first white man who set foot upon its shore,—as he traversed this realm of garlands, in search of that Fountain of Rejuvenescence wherein he hoped to bathe his war-worn frame, and from which he expected to emerge a young Adonis. Here is the episode, a little romance in itself, taken from the work above mentioned, and which illustrates, in a remarkable degree, the popular credulity prevailing at that time amongst even the highly educated and refined of the then most enlightened nation in the world:

"It was on the 3d of March, 1512, that Juan Ponce sailed with his three ships from the port of St. Germain, in the island of Porto Rico. He kept for some distance along the

coast of Hispaniola, and then, stretching away to the northward, made for the Bahama Islands, and soon fell in with the first of the group. He was favored with propitious weather and tranquil seas, and glided smoothly with wind and current along the verdant archipelago, visiting one island after another, until, on the 14th of the month, he arrived at Guanahani, or St. Salvador, where Christopher Columbus had first put his foot on the shores of the New World. His inquiries for the Island of Bimini were all in vain; and as to the fountain of youth, he may have drank of every fountain, river, and lake in the archipelago, even to the salt pools on Turk's Island, without being a whit the younger.

"Still he was not discouraged; but, having repaired his ships, he again put to sea and shaped his course to the northwest. On Sunday, the 27th of March, he came in sight of what he supposed to be an island, but was prevented from landing by adverse weather. He continued hovering about it for several days, buffeted by the elements, until, on the night of the 2d of April, he succeeded in coming to anchor under the land, in 30° 8′ of latitude. The whole country was in the fresh bloom of spring; the trees were gay with blossoms, and the fields covered with flowers; from which circumstance, as well as from having discovered it on Palm Sunday (*Pascua Florida*), he gave it the name of Florida, which it retains. The Indian name of the country was Cautio. Juan Ponce landed and took possession of the country in the name of the Castilian sovereigns. He afterwards continued for several weeks ranging the coasts of this flowery land, and struggling against the Gulf Stream and the various currents which sweep it. He doubled Cape Canaveral, and reconnoitred the southern and eastern shores, without suspecting that this was a part of Terra Firma. In all his attempts to explore the country, he met with a resolute and implacable hostility on the part of the natives, who appeared to be a fierce and warlike race. He was disappointed also in his hopes of finding gold, nor did any of the rivers or fountains which he examined possess the rejuvenating virtue. Convinced, therefore, that this was

not the land of Indian tradition, he turned his prow homeward, on the 14th of June, with the intention in the way of making one more attempt to find Bimini.

"In the outset of his return he discovered a group of islets abounding with sea-fowl and marine animals. On one of them his sailors, in the course of a single night, caught one hundred and seventy turtles, and might have taken many more, had they been so inclined. They likewise took fourteen sea-wolves, and killed a vast quantity of pelicans and other birds. To this group Juan Ponce gave the name of Tortugas, or turtles, which they still retain. Proceeding in his cruise, he touched at another group of isles near the Lucayos, to which he gave the name of La Vieja, or the Old Woman group, because he found no inhabitant there but an old Indian woman. This ancient sibyl he took on board his ship to give him information about the labyrinth of islands into which he was entering, and perhaps he could not have found a more suitable guide in the eccentric quest he was making. Notwithstanding her pilotage, however, he was exceedingly baffled and perplexed in his return voyage among the Bahama islands, for he was forcing his way, as it were, against the course of nature, and encountering the currents which sweep westward along these islands, and the trade-wind which accompanies them. For a long time he struggled with all kinds of difficulties and dangers; and was obliged to remain upwards of a month in one of the islands to repair the damages which his ship had suffered in the storm.

"Disheartened at length by the perils and trials with which nature seemed to have beset the approach to Bimini, as to some fairy island in romance, he gave up the quest in person, and sent in his place a trusty captain, Juan Perez de Ortubia, who departed in one of the other ships, guided by the experienced old woman of the isles, and by another Indian. As to Juan Ponce, he made the best of his way back to Porto Rico.

"He had not been long in port when his trusty envoy, Juan Perez, likewise arrived. Guided by the sage old woman, he

had succeeded in finding the long-sought-for Bimini. He described it as being large, verdant, and covered with beautiful groves. There were crystal springs and limpid streams in abundance, which kept the island in perpetual verdure, but none that could restore to an old man the vernal greenness of youth.

"Thus ended the romantic expedition of Juan Ponce de Leon. Like many other pursuits of a chimera, it terminated in the acquisition of a substantial good. Though he had failed in finding the faëry fountain of youth, he had discovered, in place of it, the important country of Florida."

The Fountain of Youth has never yet been found, but all who have used the Florida Water will admit that its balsamic properties promote the purity of the skin and relieve the complexion from blemishes. It rapidly allays the irritation caused by ordinary eruptions, and removes tan, freckles, or blotches from the face, neck, and arms. When diluted with water it is a delightful wash for the face after shaving. Nor should its value as a tooth wash be overlooked. It seems to freshen and stimulate the circulation in the gums, while it imparts an agreeable flavor to the breath. When applied to the handkerchief or to articles of clothing, its fragrance becomes so fixed in the fabric, as to be almost indestructible except by washing. The great test of the excellence of all perfumes is the length of time they are perceptible after being exposed to the air. In this respect a comparison is invited between the FLORIDA WATER and the most famous essences of the French perfumers.

As a means of relieving nervous headache, of preventing faintness in crowded rooms, and of imparting a gentle stimulating quality and pleasant odor to the bath, the FLORIDA WATER commends itself to ladies of delicate habit. It unites the *utile* with the *dulce*, and deserves to be esteemed for many excellent properties besides its aroma.

The rapid increase in the demand for the article in this country and abroad, justifies the proprietors in making the most liberal expenditure in the purchase of the very finest

quality of ingredients of every kind used in the preparation of this exquisite perfume. The public may therefore rest assured that the high standard on which Murray & Lanman's Florida Water has gained its great reputation will not be allowed, even in the slightest degree, to deteriorate.

As a protection to the public against the frauds of imitators and counterfeiters, each bottle of MURRAY & LANMAN'S FLORIDA WATER is authenticated by an elaborate ornamental label, richly colored, and superscribed,

FLORIDA WATER.

MURRAY & LANMAN,

NEW YORK.

To avoid imposition, all orders should be addressed to the sole proprietors,

LANMAN & KEMP,
NEW YORK.

The press of South America, Mexico, the West Indies, &c., &c., during the past twenty years, have published a sufficient number of critical notices on this article to fill several volumes. They have been, and are, unanimous in giving MURRAY & LANMAN'S FLORIDA WATER the preference over all other floral essences for the toilet that have ever been imported into Spanish America, and it will be seen by the subjoined extracts that their opinion is shared by the editors of the leading foreign journals in this city.

Extract from *La Cronica* of the 8th of May, 1852.

EXTRAORDINARY PREPARATIONS.—Many persons, accustomed to the use of Murray & Lanman's "Florida Water," speak in the highest terms of its valuable properties; not only does it strengthen the nerves, beautify and refresh the skin, but it also removes the wrinkles, freckles, and eruptions which sometimes so unfortunately rob women of their beauty. MURRAY & LANMAN'S FLORIDA WATER is prepared in LANMAN & KEMP'S well known establishment at their Wholesale Drug Warehouses, located in this city as will be seen by their advertisement, in another column. In addition to this truly valuable article, LANMAN & KEMP offer, on the most equitable terms, a complete assortment of Drugs and Medicines, and we would recommend all purchasers from Cuba and South America to leave their orders with them.

Extract from *Le Courrier des Etats-Unis*, February 25th, 1858.

We know of nothing which we could do more acceptable and of greater service to the public, than to call their attention to the Wholesale Drug and Perfumery Establishment of Messrs. LANMAN & KEMP, Chemists and Druggists. This is the only house that possesses that rich perfume known as MURRAY & LANMAN'S FLORIDA WATER, which is used in a variety of ways, for bathing, cleaning the teeth, and sweetening the breath. No person of taste but knows its great merits, and consequently consumers run much risk of being imposed upon if they apply elsewhere than to Messrs. LANMAN & KEMP. We would therefore advise every buyer to call at their Warehouses, located in this city. Their orders, we are satisfied, will be executed with a promptitude that will prove gratifying; and the reputation of those gentlemen is so great, that all the goods they dispatch, it may be relied on, will be of the very best quality.

Extract from *Le Phare*, February 26th 1858.

The manufacture of perfumeries, and articles designed for the toilet, within a few years, has multiplied so rapidly, that we are sometimes at a loss to know what we shall buy; notwithstanding, care in the selection of them is very necessary indeed, otherwise we might purchase worthless articles, and in many instances dangerous ones. We think we are doing the public an essential service in recommending Messrs. LANMAN & KEMP, and their Wholesale Drug and Perfumery Warehouses, located in this city, to their favorable notice. It is the only house here, where the genuine MURRAY & LANMAN'S FLORIDA WATER can be obtained, they being the exclusive proprietors. We all know the potent virtues of this preparation, used either in a bath, or in cleaning the teeth, &c., &c. In order to avoid imposition, purchasers should apply direct to Messrs. LANMAN & KEMP, who, with the utmost good faith and attention, fill all orders entrusted to them for Drugs and Perfumery.

Extract from *La Cronica*, June 23d, 1858.

AGUA DE FLORIDA DE MURRAY Y LANMAN.—In the midst of the oppressive heat from which we all now suffer, we consider him who can procure us some alleviation from suffering to be a benefactor. Messrs. LANMAN & KEMP, Chemists and Druggists, manufacturers of MURRAY & LANMAN'S FLORIDA WATER, are particularly worthy of this praise, and their advertisement may be seen in another part of to-day's edition. This liquid is used in the ordinary uses of the bath, and is one of the most agreeable cosmetics and pleasantest perfumes which we have ever used.

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